Newsletter Toolkit for Home Care Cooperatives

User Guide

Homecare Cooperative Initiative
A Project of CDF

CDF
Cooperative Development Foundation

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Homecare Cooperative Initiative
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Strengthening Connections: Building a Newsletter for your Co-op

As home care cooperatives adopt new technologies that automate tasks such as filling in time sheets, submitting reimbursement forms and distributing paychecks, workers are finding fewer reasons to visit the business office. The result: increased efficiencies, but decreased opportunities for members to share information, offer support and learn from the experience of colleagues.

An in-house newsletter can help co-op members keep in touch with each other and stay informed about the business they own. CDF has developed a new communications tool to help you get started. Our toolkit provides four newsletter templates with easy-to-edit layouts, a user guide with instructions on how to add pictures and text and suggestions for content. Toolkit users also have access to a file of home care related pictures, graphics and articles through CDF's *Home Care Cooperative Initiative* webpage.

Publishing Tip: According to our experts, newsletters are most useful when they are published at the end of each month, to provide news about happenings at the business in those four weeks, and a look at the month ahead.

Advice From The Experts

This newsletter guide is built based on advice from experienced members of four home care cooperatives. The experts suggested:

• Keep it manageable to edit and quick to read – the printable newsletter should be one-page, double-sided, with quick and useful information for busy people.

• Build a calendar – for easy, stick-on-the-fridge reminders about important dates.

• Celebrate caregivers – include announcements about birthdays, anniversaries, newborns and important personal milestones.

• Promote professional support and growth – with questions from novices and hints and suggestions from experienced caregivers, as well as information about training and education opportunities.

• Help caregivers get to know each other – with short profiles of new co-op members and acknowledgements of the contributions of long-time members.

Spaces for all of these items, and more, are included in the toolkit's templates. Also included:

• A section for business metrics - to keep business co-owners fully informed about the financial health of the co-op.

• Some help with the numbers – analysis to help owner members interpret the metrics: What does it mean to the business when clients are added or lost? What's the business impact of providing reimbursement for travel expenses? How is the recruitment drive for providers going?

• Executive Board Bulletin – to keep owner members engaged and aware of Board decisions and policy changes.

• News about what's happening in the home care co-op industry nationally – so that providers will feel part the wider community by staying on top of developments affecting home care workers nationally.

• Feedback from clients - to encourage and inspire.

Getting Started

COMPUTER TOOLS YOU'LL NEED

The home care templates were created using Microsoft Word 2016. See TROUBLESHOOTING on p. 11 if you are working with a much earlier version of Word and have difficulty with formatting.

STEP ONE: ACCESS IMAGES AND TEXT FROM CDF

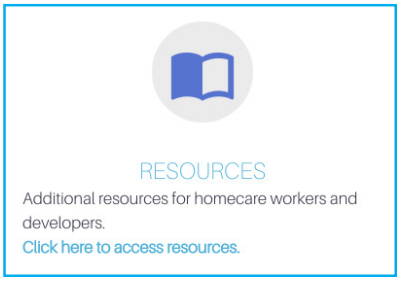
To help maximize the impact of your newsletter, CDF has compiled a collection of homecare related photos, images, graphics and written content for your use. You may find it useful to download some of those images onto your computer before you begin.

To view available content, start at the Home Care Cooperative Initiative web page.

https://www.cdf.coop/homecare-cooperative-initiative

Click on the RESOURCES tab (at the top right of the page).

Or, scroll to the bottom right of the page and access the resource page there.



Once you've accessed the RESOURCES page, look for Newsletter Toolkit Resources.

Under Newsletter Toolkit Photos and Graphics, you'll find three links on the Newsletter Photos and Graphics page:

Newsletter Toolkit Photos
Newsletter Toolkit Graphics
Maps: Home Care Cooperatives in the U.S.

Clicking on the Photos and Graphics links will bring you to CDF's Home Care Cooperative Initiative facebook page, where you will find an album of photos you may use as well as an album of graphics.

To download a photo or graphic from the Facebook album, right (or control) click on the photo, chose Save Image As, rename the photo, choose a file where you'd like to store the photo on your computer and click Save.

STEP TWO: DOWNLOAD THE NEWSLETTER TEMPLATES

You'll also find four newsletter templates on the CDF Newsletter Resources page, in a file called Newsletter Templates. Each template has generally the same format, but with spaces for different kinds of content. You may download all four templates, or just one.

To download a template, return to the Home Care Cooperative Initiative webpage.

Click again on RESOURCES and look for Newsletter Resources, under which you will find Newsletter Templates. There are four templates for your use.

Home Care Newsletter Template 1
Home Care Newsletter Template 2
Home Care Newsletter Template 3
Home Care Newsletter Template 4

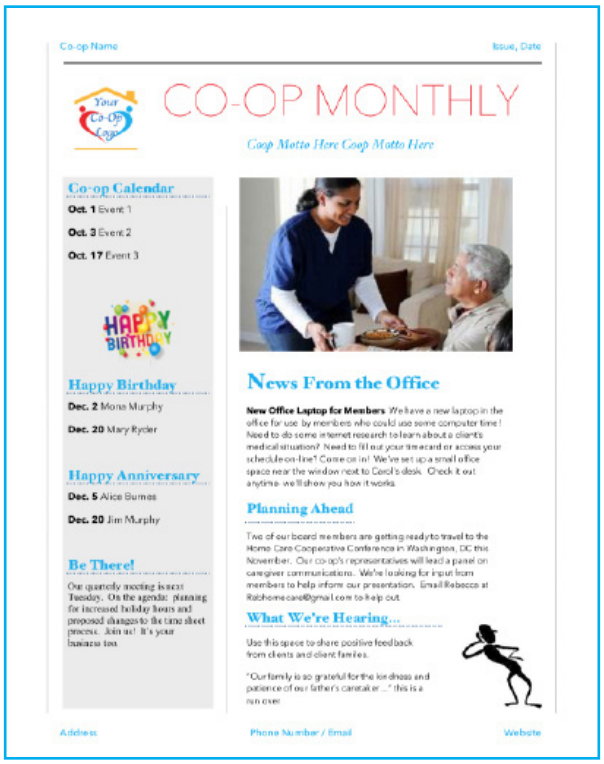
To download, click on the template, and store it in an appropriate computer file.

Once you have downloaded your template(s) and stored them on your computer, open up your version of Microsoft Word. From the Quick Access Toolbar at the top of your screen, click on FILE and then OPEN. You can also open the document directly from the list of recent files Microsoft will show you when you open Word. Find and highlight Home Care Newsletter Template 1 with your cursor and then click OPEN.

Getting Started (contin-

STEP THREE: CUSTOMIZE YOUR TEMPLATE

When you open Template 1, you'll see the first page of the newsletter:



Your front page begins with a banner that holds the name of your newsletter, your co-op motto and logo as well as a space above for your co-op name and the issue and date of your newsletter. At the bottom is a footer to hold your address, phone number and web address. In between are sections for the information your members need: a calendar, office updates, birthday and anniversary announcements and facts to inspire and inform your members.

Creating Your Newsletter Banner

Your newsletter banner is important because it is the first image your readers will see. Customize and standardize your banner so that it is a reliably consistent feature of every issue.

CO-OP NAME

Enter your co-op name by opening the header of your document. To access the header, right click over Co-op Name and select Edit Header. Or, select View from the tool bar at the top left of the tool bar. Select Header and Footer. Your document's header will be revealed and your cursor will appear to the left of Co-op Name. Highlight the text that is there and replace it with the name of your co-op.

Then, move your cursor over to Issue, Date. Highlight and replace that text with the issue and date of your new newsletter. Exit the header by clicking View again and then Header and Footer. Or, click on the Close Header and Footer box at the top right of the toolbar.

NEWSLETTER TITLE

If you prefer a different name for your newsletter, click on the text box containing the document name. Highlight and delete the old name and replace it with your own.

Sizing Tip: If your name is too big for the text box, adjust the size by highlighting the text. Right click on the highlighted text and choose Font. Lower the size from 44pt to something smaller. Click ok. Repeat until you achieve a size that fits.

Creating Your Newsletter Banner (contin-

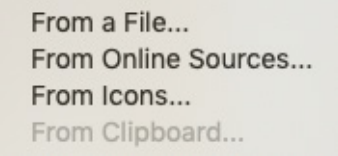
CO-OP MOTTO

Similarly, you can add your co-op motto by double clicking on the lowest text box (with light blue letters, under the title) in the banner and entering your own text.

CO-OP LOGO

Your logo is an essential point of recognition for clients, prospective clients and providers. Create maximum impact by making it one of the first images readers see – at the top left of your newsletter.

Replace the template logo with yours by right clicking on the temporary image. You'll see a menu of actions. Choose Change Picture. You'll find a menu of options:



Select Picture from File…

Microsoft Word will direct you to the files available on your computer. Choose a quality version of your logo from your image files. Suitable images will have a .png or .jpg extention. Select the file with your cursor, then click on the Insert button on the bottom right of your file box.

Your new photo will appear in your banner.

ADJUST YOUR LOGO

Once you've imported your logo, you will likely find that the image is too large for the designated space in your banner. To adjust, click on the new photo, and move your cursor to the bottom right of the image, where a small double headed arrow will appear.

Drag that arrow in or out until you are satisfied with the size of the image. Then release your cursor to set the size.

Now your header is complete.

Creating Your Newsletter Footer

There is a space at the very bottom of your newsletter for your co-op's contact information in the document footer. As with the header, the information you enter in this section will remain the same for every issue of your newsletter once you have made your initial changes.

ADD YOUR CONTACT INFORMATION

To edit the footer, click on View in the toolbar and then select Header and Footer again. Scroll down to the bottom of the page. Double click on 'Address' in the bottom left hand corner. Replace that text with your co-op's address. Repeat this step with your co-op's phone number and e-mail, which can be found in the bottom center of the footer, and the right side of the footer with your co-op's website. Do not worry about changing this information on every page; the program will do that for you automatically.

Exit the footer by clicking on View again, then Header and Footer. Your cursor will return to the body of your newsletter.

Saving Your Template

Once you have completed your banner, header and footer, save your newsletter for use as a template for all future newsletters. This step will save you the effort of re-entering your basic information and images every time you create a newsletter.

To save your document, select File from the tool bar at the top of your screen.

Select Save As.

Rename your document to distinguish it from your template and store it in a newsletter file on your computer.

Entering Your Newsletter Content

Re-open your customized newsletter template from your Word files.

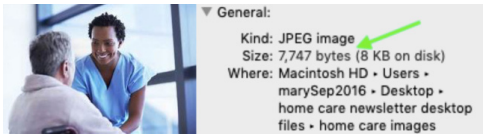
START WITH A PHOTO

While CDF has provided a collection of home care related photos for your use, it's always best to use photos from your own co-op.

PHOTO QUALITY IS IMPORTANT!

Try to use high-resolution photos for your newsletter, (250 – 300 resolution or about 300 megabytes). Lower quality photos may look fine on your computer, but will likely appear fuzzy when printed. You can find out if your photo is good quality by right clicking on your photo and looking for its size.

For example, by right clicking on this home care photo below, (found in the CDF Home Care Newsletter Photos file) and selecting Get Info, you'll learn that the file is only about a half a megabyte, so you can see why it looks fuzzy in print. That size is fine for a printing a small picture, but it will blur when expanded.



ADD YOUR OWN PHOTO

To replace the template photo with your own, place your cursor over the existing photo above the News from the Office section and right click on it. You'll see a menu of actions.

Choose Change Picture > From a File

Microsoft Word will take you to your personal files, where you can select your photo either from your own collection or from the photos CDF has provided.

Click Insert

Your new photo will appear.

ADJUST YOUR PICTURE

While the photo you choose will likely be a different size than the space available you can adjust the size by clicking on the new photo, and moving your cursor to the bottom right of the image, where the small double headed arrow will appear. Drag that arrow up or down until you are satisfied with the size of the image.

USE THE GRID!

As you begin to add and edit text in your newsletter you may find it useful to guide your work with a grid to ensure that your text boxes and photos are lined up properly. To reveal the grid, click on the View tab on your tool bar at the top of your screen. A new bar will appear with options for viewing your document. (If you have an older version of Word, Select View > Show).

Look for a stack of squares labeled Ruler, Gridlines, and Navigation Pane.

Place a check near Ruler and Gridlines to help manage your workspace. Clicking on Navigation Pane will reveal both pages of your newsletter on the left side of your screen. When you finish editing, return to View and uncheck Ruler and Gridlines to reveal your unlined document. (If you are have trouble revealing the grid, see TROUBLESHOOTING, p. 11)

CALENDAR

Co-op leaders agree that a newsletter calendar is a useful tool to keep members informed about important upcoming dates and deadlines. We've created a simple format where you can enter important dates and events for the month ahead, including member birthdays and anniversaries.

In your newsletter, encourage office visits by inviting members to stop by during their birthday month and collect a birthday treat, such as a gift card or co-op swag.

Entering Your Newsletter Content (contin-

To add your dates and events, double click on the text boxes in the calendar space and replace the existing text with your own. Make sure to keep the dates **bold** and your events regular text to distinguish the two.

NEWS FROM THE OFFICE

While providers may no longer need to visit the office frequently, they do appreciate being kept up-to-date on developments that affect their daily work. Encourage your office staff to stay in touch by submitting a 'News from the Office' column monthly. Items of interest might include changes in office hours, technology upgrades, announcements about physical and staff changes in the office and invitations to office events.

CREATING YOUR OFFICE COLUMN

To replace the template text with your own office report, double click on the text box below the title. Place your cursor in front of the first word in the box and drag it down to the end of the text. Hit delete.

Begin typing in the now-empty space, or cut and paste text from an outside document. If you need more room for your article, lengthen the text box by dragging down the small square at the bottom. Be aware that if you lengthen your article, you may need to adjust the size or position of the textbox below.

PLANNING

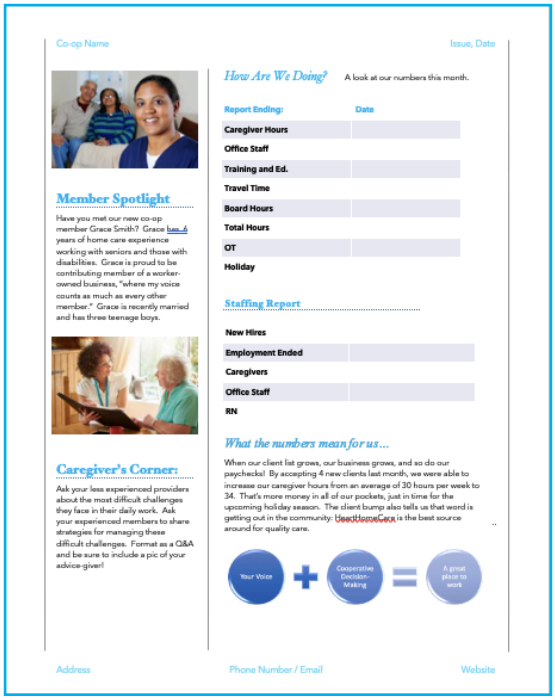
While your calendar will alert your members about upcoming dates, use this space to highlight and promote important events. Include specifics about place, time and contact info for RSVPs. Consider offering incentives for attendance!

WHAT WE'RE HEARING

Has your office received a note of thanks from a client or a client's family? Take a picture of it and place a copy in your newsletter, or just re-type the content of the note in this box. Providers will appreciate the recognition.

THE FLIP SIDE

Use the back side of your newsletter to provide important facts and analysis about the health of your co-op business, advice from experts, feedback from clients and strategies for recruitment. This is also a good spot to introduce new members and commend the accomplishments of long-time members.



MEMBER SPOTLIGHT

Introduce a new co-op member or celebrate the accomplishments of an experienced provider in this space. Exeprienced co-op leaders recommend this section as a way to connect members whose schedules may not allow them to meet in the office.

Replace the photo and text as you did on page 1.

Entering Your Newsletter Content (contin-

CAREGIVER'S CORNER

Caretakers who are not able to visit the office often miss opportunities to talk through work challenges with colleagues. Use this space as an advice column – solicit a work question from a newer member and ask an experienced provider to respond. Or ask a provider to share a strategy for overcoming a difficult work challenge.

HOW ARE WE DOING?

Informed business owners make wise choices. Keep your membership apprised of the health of their co-op with regular and specific financial information. Remind them of their stake in the business by sharing income and expenditure data. Report progress in client acquisition and member recruitment.

This section, and the Staffing Report section below contain a table so you can enter your numerical information in an orderly way. Edit the cells of the tables as you would a regular text box.

STAFFING REPORT

Recruitment and retention are perennial challenges for home care cooperatives. Make your members part of the solution by ensuring they are informed about trends in the business. Report on new hires, recent departures, the number of providers currently employed as well as office staff and RNs.

WHAT THE NUMBERS MEAN FOR US...

Provide members with some analysis to help put the staffing and financial numbers in context. Put this month's numbers in the context of the year and discuss whether they fit into the business' strategic plan.

INFOGRAPHICS

Infographics can often illustrate your point more succinctly than words. Access some of the graphics CDF has made available through the CDF Newsletter Resources page.

More Ideas for Newsletter Content

The following is a list of other helpful content to include in your newsletter. For some content ideas, you can find formatted space and examples of the content in Newsletter Templates 2, 3 and 4.

The Co-op Difference

Inspire your members with occasional reminders about why working at a co-op is best for providers and for clients. The Co-op Difference is a space in your newsletter to display simple graphics that highlight the benefits of a co-op business. You can find sample graphics and diagrams in CDF's Newsletter Resource Page.

To replace the current graphic with a new one, right click on the existing graphic and replace and adjust as you would a photo by selecting Change Picture.

RECRUITMENT CORNER

Although home care is projected to be one of the fastest growing occupations in the United States, recruitment continues to be a challenge for the industry. Home care co-ops have a built-in recruiting advantage – the experience and enthusiasm of their members. Use your newsletter to equip providers to be your best recruiters with facts and information they need to help build the business.

You can find a file of compelling facts to support your recruiting efforts on the CDF Newsletter Resources web page.

Select Newsletter Written Content

Open Co-op Difference Fact Sheet

The Recruitment Corner section can also be used for announcements about recruitment incentive programs and initiatives. Edit the text here the same way you edited the News From the Office column.

BOARD BUSINESS

Introduce new board members, provide updates about important board business and encourage members to step up for leadership positions.

More Ideas For Newsletter Content (contin-

WHOSE PET IS IT?

Invite co-op members to submit photos of their favorite pets. Challenge co-workers to match the pet with the owner. Winner gets a treat!

CO-OP SWAG: WEAR IT

Start a swag contest! Include pictures of members wearing or carrying their co-op gear in style. Spread the word about your business by encouraging members to show off your logo wherever they go.

A PART OF THE COMMUNITY

Strong cooperatives have strong relationships in the community. Every community has leaders and people who care about those who need personal care. Reaching out to leaders and building relationships helps the community see caregivers as a core part of any solution. Highlight your cooperative's connection to the community with pictures and stories about your outreach.

OTHER IDEAS

- You're speaking. We're listening.
- News and Pics From the Annual/Quarterly Meeting
- Facts to Inspire
- Holiday Celebration
- News From the Home Care Co-Op World
- Member Survey
- Training and Education
- Caregiver of the Year
- Get Feedback: Provider Reviews

Printing and Saving Your Newsletter

Once you've completed your newsletter, click on the File tab on your tool bar and select Save As Name your document and then click on the Save button.

To print, select the File tab again and select Print. Check your settings and then press Print again.

PREPARING YOUR NEWSLETTER FOR EMAIL

If you want to email your newsletter as well as share printed copies, save a copy as a PDF file first to preserve your formatting. To create a PDF, return to the File button, click Print again and look for the small PDF box on the left of the print screen. Click on the arrow next to the PDF tab and select Save As PDF. Rename and save your document to your files.

Troubleshooting

RESTORING AN ACCIDENTAL DELETE

Ooops! Did you delete the text box? No worries. Just press Control + Z or Command + Z if you have a mac. You can also click the undo button at the top left of the screen. (It's a curved left-pointing arrow.) Your previous entry will be restored.

MOVING PHOTOS AND TEXT BOXES

To move or delete a text box or photo in your newsletter, right (or control) click on the text box or image. A thin blue frame will appear around the image or text with a control icon in the center. Drag the image or box to wherever you want to place it and then click outside the box. Use your gridlines to ensure proper alignment.

FORMATTING PROBLEMS FROM USING AN OLDER VERSION OF WORD

If, upon opening your template, you find that the formatting looks awry, it may be a problem caused by incompatibilities between older and newer versions of Microsoft Word. CDF has provided versions of the template using Word 2008 that may work better for you. Return to CDF's Home Care Cooperative Initiative web page and look for the Newsletter Templates (Microsoft Word 2008) link on the Newsletter Toolkit Resources page.

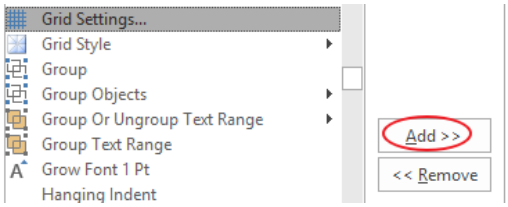
REVEALING THE GRID

If you are using Word 2016, and are having trouble revealing the gridlines, try this solution:

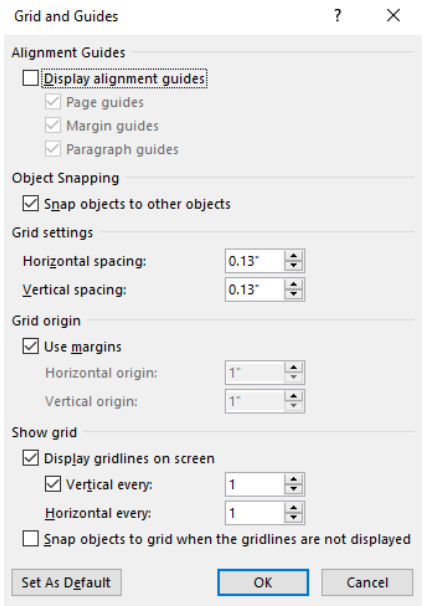
1) Go to Word and click the arrow on the Quick Access Tool bar as below:

2) Select All Commands in the 'Choose Commands from' selection box.

3) Find Grid Settings and click on the arrow on the right, and then Save.



4) Click the Grid Settings box on your toolbar and change the setting as the following:



5) Go to View again and check Gridlines.

Template 1

Co-op Name | Issue, Date

Your Co-Op Logo

CO-OP MONTHLY

Coop Motto Here Coop Motto Here

Co-op Calendar

Oct. 1 Event 1

Oct. 3 Event 2

Oct. 17 Event 3

Happy Birthday

Dec. 2 Mona Murphy

Dec. 20 Mary Ryder

Happy Anniversary

Dec. 5 Alice Burnes

Dec. 20 Jim Murphy

Be There!

Our quarterly meeting is next Tuesday. On the agenda: planning for increased holiday hours and proposed changes to the time sheet process. Join us! It's your business too.

News From the Office

New Office Laptop for Members We have a new laptop in the office for use by members who could use some computer time! Need to do some internet research to learn about a client's medical situation? Need to fill out your timecard or access your schedule on-line? Come on in! We've set up a small office space near the window next to Carol's desk. Check it out anytime - we'll show you how it works.

Planning Ahead

Two of our board members are getting ready to travel to the Home Care Cooperative Conference in Washington, DC this November. Our co-op's representatives will lead a panel on caregiver communications. We're looking for input from members to help inform our presentation. Email Rebecca at Rebhomecare@gmail.com to help out.

What We're Hearing...

Use this space to share positive feedback from clients and client families.

"Our family is so grateful for the kindness and patience of our father's caretaker..." --- The Murphy family

Address | Phone Number / Email | Website

Co-op Name

Issue, Date

Member Spotlight

Have you met our new co-op member Grace Smith? Grace has 6 years of home care experience working with seniors and those with disabilities. Grace is proud to be contributing member of a worker-owned business, "where my voice counts as much as every other member." Grace is recently married and has three teenage boys.

Caregiver's Corner:

Ask your less experienced providers about the most difficult challenges they face in their daily work. Ask your experienced members to share strategies for managing difficult those challenges. Format as a Q&A and be sure to include a pic of your advice-giver!

How Are We Doing?

A look at our numbers this month.

Report Ending:	Date
Caregiver Hours	
Office Staff	
Training and Ed.	
Travel Time	
Board Hours	
Total Hours	
OT	
Holiday	

Staffing Report

New Hires	
Employment Ended	
Caregivers	
Office Staff	
RN	

What the numbers mean for us…

When our client list grows, our business grows, and so do our paychecks! By accepting 4 new clients last month, we were able to increase our caregiver hours from an average of 30 per week to 34. That's more money in all of our pockets, just in time for the upcoming holiday season. The client bump also tells us that word is getting out in the community: HeartHomeCare is the best source around for quality care.

Address

Phone Number / Email

Website

Template 2

Co-op Name | Issue, Date

Your Co-Op Logo

CO-OP MONTHLY

Coop Motto Here Coop Motto Here

Co-op Calendar

Oct. 1 Event 1

Oct. 3 Event 2

Oct. 17 Event 3

Happy Birthday

Dec. 2 Mona Murphy

Dec. 20 Mary Ryder

Happy Anniversary

Dec. 5 Alice Burnes

Dec. 20 Jim Murphy

Welcome New Board Members!

Martha Motzko, Administrative Director
Martha@Homecare.org

James McCarthy, Director of Membership
James@Homecare.org

News From the Office

Hooray for Technology! Now you can log in to the office from your smartphone. Our new scheduling program allows remote access. All you need to do is download the app. Then open up your schedule to register your shift.

Any problems? Contact Martha by phone or email.

Reminder: we have new office hours: We've adjusted our office hours for the spring. The new schedule is as follows:

Mon/Wed/Friday: 9:00 a.m. - 5:00 p.m.

Tues/Thursday: 8:00 a.m. - 4:00 p.m.

Report from the Executive Board

HeartHomeCare's Executive Board will hold its annual meeting in January. Topics on the agenda:

- Planning the strategic direction of the co-op
- Building strategies for provider recruitment and retention
- Supporting and engaging co-op members

Do you have thoughts on these topics? Please share! The Board members would love to hear from you.

Address | Phone Number / Email | Website

Co-op Name

Issue, Date

Member Spotlight.

Congratulations to Cathy Bataglia, who is celebrating her five-year anniversary with HeartHomeCare. Cathy became a member in 2014, after having cared for her ailing mother. "My experience with my mom was difficult, but it revealed something about me that I would not have known if I hadn't needed to take care of her – I am a good caretaker and happy now to be in a profession I love."

Recruitment Corner:

Promote your co-op's incentive program for bringing in new caretakers here. One co-op's Employee Referral Program offers up to $750 for each new hire recommended by a member. Referring members also get $250 when the new recruit reaches a 90 day milestone, and another $500 at the one year anniversary.

How Are We Doing?

A look at our numbers this month.

Report Ending:	Date
Caregiver Hours	
Office Staff	
Training and Ed.	
Travel Time	
Board Hours	
Total Hours	
OT	
Holiday	

Staffing Report

New Hires	
Employment Ended	
Caregivers	
Office Staff	
RN	

What the numbers mean for us…

When our client list grows, our business grows, and so do our paychecks! By accepting 4 new clients last month, we were able to increase our caregiver hours from an average of 30 per week to 34. That's more money in all of our pockets, just in time for the upcoming holiday season. The client bump also tells us that word is getting out in the community that HeartHomeCare is the source around for quality care.

Tell the Co-op Story

Home care co-ops retain more workers than traditional agencies do because co-op workers make more money, have more reliable hours, and are happier on the job. Use the info in this graphic to tell our story.

Address

Phone Number / Email

Website

Template 3

Co-op Name | Issue, Date

Your Co-Op Logo

CO-OP MONTHLY

Coop Motto Here Coop Motto Here

Co-op Calendar

Oct. 1 Event 1

Oct. 3 Event 2

Oct. 17 Event 3

Happy Birthday

Dec. 2 Mona Murphy

Dec. 20 Mary Ryder

Happy Anniversary

Dec. 5 Alice Burnes

Dec. 20 Jim Murphy

Looking for Leaders!

Two of our current board members are planning to step down this year. Consider becoming a leader in your own business and joining the board. For more info about the obligations and satisfactions of the job, check in with Diane at DianeCares@gmail.com.

Annual Meeting News and Pics

Report on highlights of the annual meeting – topics of discussion, decisions made, awards handed out, plans for the new year. Be sure to include thanks for the meeting planners!

Survey Says! Tell us how you feel

A co-op wide member satisfaction survey can give your board a sense of how providers are feeling about their work, their pay, and the support they feel from leadership and colleagues. Some questions to ask in your survey:

- Top things that work for you: flexibility, helping clients, an open and supportive office
- Top things you'd like to change: pay, health insurance, scheduling
- How likely are you to recommend working at the co-op to others?

Publish your survey results in your next issue, with follow up

The Co-op Difference

Use this space to remind your members about the benefits of being a caretaker who is a business owner as well.

"By becoming a co-business owner with your fellow caregivers, you are going to develop business skills and abilities that you'll be able to use in your personal life. It's wonderful to see members become leaders." --Margaret Bau, Wisconsin USDA Rural Development

Address | Phone Number / Email | Website

Co-op Name

Issue, Date

Co-op Swag: Wear it Proud!

Encourage your members to wear and carry their co-op swag by inviting them to submit photos of them using/wearing their company gear. Offer a prize for the most creative photo.

Whose Pet Is It?

Invite co-op members to submit photos of their favorite pets. Challenge co-workers to guess who Fido belongs to. Winner gets a treat!

How Are We Doing?

A look at our numbers this month.

Report Ending:	Date
Caregiver Hours	
Office Staff	
Training and Ed.	
Travel Time	
Board Hours	
Total Hours	
OT	
Holiday	

Staffing Report

New Hires	
Employment Ended	
Caregivers	
Office Staff	
RN	

What the numbers mean for us ...

When our client list grows, our business grows, and so do our paychecks! By accepting 4 new clients last month, we were able to increase our caregiver hours from an average of 30 hours per week to 34. That's more money in all of our pockets, just in time for the upcoming holiday season. The client bump also tells us that word is getting out in the community that HeartHomeCare is the best source around for quality care.

How you can help.

You are our best spokesperson for our business. Try to remember these persuasive facts when talking with friends and neighbors about the benefits of working in the fastest growing profession in the U.S.

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Be There!

We're going to celebrate our 5-year anniversary next month. We've set up a planning committee to get us ready for the party, and we need volunteers. Join us in the office next Tuesday at 10:00 for a planning meeting.

Record Turnout at Quarterly Meeting

Thanks to everyone who showed up for our March meeting. This business belongs to all of us and we make better decisions when we're all involved. Topics we covered for this quarter:

- Planning for weather challenges that prevent providers from reaching clients.
- Strategies to build our recruitment efforts in the springtime.
- Increasing office staff over the summer.

Get Educated

We have a consultant from the PHI group coming in next month to lead a workshop on business management and finance. We all have a stake in our cooperative business, so we can all benefit from learning how careful management can help us grow. Members who participate will receive 2 hours of training and education pay.

Date: April 24
Time: 6:00 p.m.

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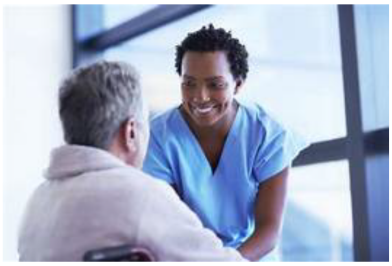
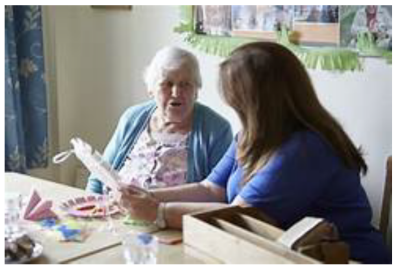


Caregiver of the Year

Congratulations to Deb Turnbull for being chosen 2019 HearHomeCare Caregiver of the Year. Not only is Deb a committed professional who is loved and respected by her clients and their families, Deb has also taken on leadership responsibilities in the cooperative. She's quick to step up when we need a hand, and always ready for professional growth.



Caregiver's Corner:

Q&A with experienced providers, offering strategies and support to new members.

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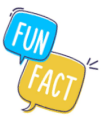
Co-op Facts to Inspire

Did you know that homecare co-op workers earn more than workers at traditional agencies? A recent survey showed that among more than 2,600 homecare cooperative workers in the U.S., co-op members earn $1.84 / hour more.



Address

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Homecare
Cooperative
Initiative
A Project of CDF

CDF
Cooperative Development Foundation